

BAY AREA MAYORS' REGIONAL CONFERENCE ON GUN VIOLENCE PREVENTION

COLLABORATION FOR A SAFER BAY AREA

Henry J. Kaiser Center, 10 10th Street, Oakland, CA
Friday, October 17, 2025 | 9 AM - 4:30 PM



AGENDA

8:45AM	Doors Open
9:00 - 10:00 AM	Registration and Breakfast
9:30 - 10:00 AM	Press Conference: Collaboration for a Safer Bay Area
10:05 - 10:08 AM	Welcome: Kris Brown, Brady President
10:09 - 10:12 AM	Opening Remarks: Mayor Barbara Lee, Oakland
10:15 - 10:45 AM	Panel Discussion: “What Gun Violence Looks Like Where I Govern” Moderator: Kris Brown, Brady President Panelists: <ul style="list-style-type: none">• Mayor Ron Bernal, Antioch• Mayor Barbara Lee, Oakland• Mayor Christina Fugazi, Stockton• Mayor Andrea Sorce, Vallejo
10:45 - 11:30 AM	Panel Discussion: “The Trauma of Gun Violence” Moderator: Reygan Cunningham, Crime and Justice Policy Lab Director Panelists: <ul style="list-style-type: none">• Barbara Lafitte-Oluwale, Faith in Action Eastbay• Guy Hudson, Street Violence Intervention Program (SVIP)• Andrew Lucero, Stockton Office of Violence Prevention• Tamisha Torres Walker, Antioch City Councilmember & System Impacted Survivor
11:30 - 11:45 AM	Break

11:45 - 12:10 PM **California Procurement and Trace Data Presentation,**
Greg Fidell, Sr. Manager, Brady Combating Crime Guns Program

12:10 - 1:00 PM **Panel Discussion: “Disrupting the Illegal Firearm Supply”**

Moderator: Chief Holly Joshi, PhD, City of Oakland Department of Violence Prevention
Panelists:

- Josh Scharff, General Counsel & Senior Director of Programs, Brady
- Lt. Gabriel Urquiza, Oakland Police Department, Crime Gun Intelligence Center

1:00 - 1:45 PM **Lunch**

STRATEGIES & COLLABORATION

1:45 - 2:30 PM **Breakout Session 1: Strategies**

Track A: Focused Deterrence in Practice - North Ballroom

- Anette & Emilio Mena, Oakland Department of Violence Prevention

Track B: Strengthening Community-Led Intervention - Lakeview Room, 3rd Floor

- Julia Orellaria, Community Liaison, San Francisco Police Department Violence Reduction Initiative

2:30 - 3:15 PM **Gun Industry Accountability Implementation**
Glen Upshaw Sr., Brady Combating Crime Guns Program

3:15 - 4:00 PM **Regional Action Planning: From Commitments to Bold Solutions**

4:10 - 4:30 PM **Closing Plenary: Sharing Commitments and Moving Forward**

SPEAKER & GUEST BIOS →



SPEAKER & GUEST BIOS

MAYORS PANEL



Mayor Barbara Lee, Oakland | Panelist

Before her election as Mayor, Barbara represented Oakland in the California Legislature and the U.S. House of Representatives for over three decades. During her tenure in Congress, she secured billions in funding for Oakland, supporting community safety programs, local police and fire services, safer and greener streets, small businesses, affordable housing, and the expansion of the environmentally friendly Port of Oakland. Barbara is a social worker by training and a community organizer at heart. As a graduate student, she founded CHANGE, a mental health clinic serving underserved neighborhoods. She also built a career as a small business owner. Her lived experience fuels her focus on equity, transparency, and results-driven leadership. As Mayor, Barbara Lee is leading the City of Oakland with a focus on addressing homelessness, strengthening public safety through prevention and accountability, reforming City Hall, and ensuring reliable delivery of core City services.



Kris Brown, Brady President | Moderator

As President of Brady, Kris Brown combines a lifelong background in policy, law, and grassroots activism with considerable strategic management expertise to help forge the direction of the organization's programs and ensure the successful impact of its national and field assets. A veteran of gun violence prevention work, Ms. Brown started her career on Capitol Hill working for Rep. Jim Moran, advocating for the bill that would eventually become the groundbreaking [Brady Bill](#) requiring background checks on federally licensed gun sales. Ms. Brown has also served as the Chief Legal Officer to a publicly traded company based in Switzerland and as a lawyer practicing at the law firm Weil, Gotshal & Manges. Today, she lives in Arlington, VA, with her two teenage daughters.



Mayor Christina Fugazi, Stockton | Panelist

Mayor Christina Fugazi, elected in 2024 as Stockton's 4th woman mayor, brings a lifelong connection to the city and deep family roots in San Joaquin County dating back to the 1800s. A longtime educator and community advocate, she has over 30 years of experience in science education and school leadership, founding Delta VISTA Academy and inspiring thousands of local students. Her public service began as a City Planning Commissioner in 2007 and continued with two terms on the City Council, where she helped guide Stockton out of bankruptcy, strengthen public safety, and revitalize neighborhoods. As mayor, she remains focused on solutions to homelessness, improving public safety, and driving sustainable growth. Mayor Fugazi is proud to serve the city she calls home, honoring Stockton's history while working toward a brighter future for all.



Mayor Ron Bernal, Antioch | Panelist

Ron Bernal was elected as Mayor of the City of Antioch and officially assumed office in December 2024.

For over 25 years, Ron Bernal has been a devoted member of the Antioch community, where he has lived, worked, and raised his family. A proud resident and former City Manager, Ron's connection to Antioch runs deep, shaping his vision, leadership, and unwavering commitment to its people. Ron's career spans more than three decades in public service, beginning in civil engineering and culminating in his role as Antioch's City Manager. His journey reflects a passion for community development and a steadfast dedication to improving the city's infrastructure, services, and quality of life.

During his tenure as City Manager, Ron spearheaded transformative projects that continue to benefit residents and businesses alike. Among his most notable achievements was overseeing the development of a cutting-edge water desalination plant, ensuring a sustainable and reliable water source for generations to come. Under his leadership, the city achieved balanced budgets, enhanced public services, and advanced efforts to create a safer, more welcoming community for all. What sets Ron apart as a leader is his hands-on approach and his commitment to putting the needs of the community first. He believes leadership is not just about completing projects—it's about building trust, fostering collaboration, and inspiring others to work together toward shared goals.

Beyond his professional accomplishments, Ron's dedication to Antioch shines through in his personal life. As a mentor, church volunteer, and advocate for foster youth, he consistently strives to strengthen the fabric of the community he loves. Whether guiding young couples preparing for marriage or lending a helping hand to those in need, Ron embodies the values of service, compassion, and connection. Looking ahead, Ron envisions a thriving future for Antioch—a city where every resident takes pride in their community and feels empowered to contribute to its success. He is deeply committed to fostering transparency, collaboration, and trust, laying the groundwork for a stronger, more united Antioch.

Ron Bernal's leadership is rooted in his belief that Antioch's greatest potential lies in its people. Together, he invites the community to join him in shaping a city that is as vibrant, resilient, and as inspiring as the individuals who call it home.



Mayor Andrea Sorce, Vallejo | Panelist

Andrea Sorce began her career in K-12 education and has served internationally and managed programs for multiple nonprofits. She now works as a Professor of Economics at Diablo Valley College in Pleasant Hill and is a proud member of her faculty union.

Andrea met her husband, Slater, in the Peace Corps, where they both served in Honduras and El Salvador as economic development specialists, advising small businesses and agricultural cooperatives. They connected over shared values of integrity, service, and community.

After pursuing graduate degrees in Public Administration, they fell in love with Vallejo and purchased their first home in Glen Cove, where they live with their rescue dog and cats.

LIVED EXPERIENCE: THE TRAUMA OF GUN VIOLENCE PANEL



Reygan E. Cunningham, Crime and Justice Policy Lab | Moderator

Reygan E. Cunningham is the Director of the Crime and Justice Policy Lab. With a focus on the Western Region, she works with service providers, multiple law enforcement agencies, impacted community members, and elected officials to reduce shootings and homicides involving street gangs/groups in Portland, Oregon, and several cities throughout California including Oakland and San Francisco. She directed the Oakland Ceasefire strategy from 2012–2018, after which Oakland saw significant reductions in gun homicides and shootings. In 2023, Reygan and her team returned to Oakland to assess the strategy and worked with elected officials, service providers, and law enforcement to implement changes in 2024, resulting in a 33% reduction in homicides and nonfatal shootings. That same year San Francisco also realized record-breaking reductions in shootings and homicides.

Reygan and her team have received numerous awards for this groundbreaking work, including a resolution from the Hon. Rob Bonta of the California State Assembly. She previously served as Public Safety Legislative Analyst to the Oakland City Council, Complaint Investigator to the Citizens' Police Review Board, and Public Safety Director to the Mayor of Oakland. Reygan holds a J.D. from the University of San Francisco School of Law, a B.A. from Spelman College, and completed the Leadership for the 21st Century program at Harvard University.



Barbara Lafitte-Oluwole, Faith In Action | Panelist

Barbara Lafitte-Oluwole's journey reflects a lifelong dedication to service and leadership, beginning with her upbringing on a farm in Louisiana and extending into decades of impactful work in California. Since 2003, she has served as Program & Operations Manager for Faith In Action East Bay (formerly Oakland Community Organizations), where she has been a Volunteer Community Leader and Organizer for more than 25 years. Barbara has played a vital role in advancing violence prevention and ending gun violence efforts through initiatives such as Lifelines to Healing, Live Free, and Ceasefire, all aimed at building a safer Oakland. She also serves on the Neighborhood Opportunity & Accountability Board, a program of the National Institute for Criminal Justice Reform, where she helps reform juvenile and criminal justice systems. Deeply inspired by people who use their skills and passion to create positive change, Barbara continues to champion advocacy, equity, community empowerment, and justice reform.



Guy Hudson, Street Violence Intervention Program (SFVIP) | Panelist

Guy Hudson currently serves as the VRI (Violence Reduction Initiative) Manager, where he oversees a team of three intensive Case Managers and three Community Connectors in District 10, one of San Francisco's most significantly impacted districts, while continuing to serve as the citywide Crisis Manager for SVIP.

With nearly three decades of dedicated service since 1997, Hudson has established himself as a trusted leader in youth intervention and community violence prevention throughout San Francisco. His career has been built upon deep community relationships and frontline crisis intervention expertise. Hudson's professional journey began in 1996 when a mentor facilitated his entry into gang prevention work through a position with the Mayor's Office of Gang Prevention. This opportunity revealed a field of work he had not previously known existed. Inspired by the mentorship he received, Hudson committed himself to providing the same level of transformative guidance to the next generation.

Hudson's experience includes serving at TURF in Hunters Point, where he provided comprehensive services to high-risk youth and their families. Later he served as CRN (Community Response Network) Coordinator and Crisis Manager, where he gained extensive experience delivering immediate on-scene support to victims, families, and communities in the aftermath of gun violence and other traumatic incidents.

In 2015, Hudson founded Hot City Basketball, a competitive travel basketball program designed for at-risk youth ages 10 and up. The program integrates athletic skill development with structured mentorship, creating positive pathways and opportunities for young people to transcend challenging circumstances. Throughout his career, Guy Hudson has remained persistent in his foundational belief: that dedicated mentorship and coaching can profoundly alter the life course of young people in vulnerable communities.



Andrew Lucero, Stockton Office of Violence Prevention | Panelist

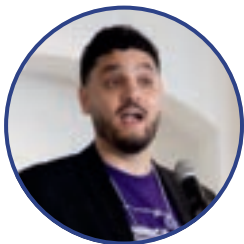
Born and raised in Stockton, California, Andrew Lucero overcame early struggles with loss, incarceration, and trauma to become a dedicated community leader. After years of helping system-impacted youth and adults rebuild their lives, he joined the City of Stockton's Office of Violence Prevention, where he now serves as a Peacekeeper Supervisor supporting victims of gun violence. A recent Fire Academy graduate and volunteer firefighter, Andrew continues to channel his life experiences into service and hope for others.



Tamisha Torres-Walk, Antioch City Councilwoman | Panelist

Antioch City Councilwoman Tamisha Torres-Walker is a visionary leader and dedicated advocate for the reintegration and empowerment of formerly incarcerated individuals. She is the co-founder and current Executive Director of the Safe Return Project, with a mission to secure the freedom of those ensnared in the criminal justice system. Tamisha's relentless dedication to grassroots organizing and participatory research aims to eradicate mass incarceration and unjust criminalization. After her incarceration in 2009, Tamisha became an unwavering community organizer, fighting for mass incarceration reform and addressing racial disparities in the criminal justice system. With over 14 years of experience in community organizing, she is skilled in research and advocacy for the formerly incarcerated, violence prevention, and conflict mediation. Her commitment extends to various board appointments within Contra Costa County, underscoring her dedication to driving meaningful change within the criminal justice system. Tamisha's leadership, dedication, and accomplishments have made a profound impact on criminal justice reform and the lives of countless individuals in Contra Costa County, serving as an inspiration to all.

PROCUREMENT AND TRACE DATA IN CALIFORNIA



Greg Fidell, Sr. Manager, Brady Combating Crime Guns Program | Presenter

Greg Fidell serves as the California Senior Manager for Brady's Combating Crime Guns program. Before coming to Brady, he served as the Policy Director for Initiate Justice, a criminal legal reform organization based in Los Angeles. Additionally, Greg currently serves on the Executive Steering Committee for the Cal VIP program, where he shapes the grantmaking and evaluation process for the state. Greg holds a B.A. in Legal Studies from the University of California, Berkeley.

DISRUPTING THE ILLEGAL FIREARM SUPPLY PANEL



Chief Holly Joshi, PhD, Oakland Department of Violence Prevention | Moderator

Dr. Joshi has vast leadership experience and a track record of implementing evidence-based violence prevention and intervention strategies. Prior to leading the Department of Violence Prevention (DVP), she served as Senior Director at GLIDE, where she led the Center for Social Justice, focusing on housing access, community health and safety, and racial equity. She previously served as Director at Bright Research Group, leading community-centered research and leadership consulting projects for government, nonprofit, and philanthropic organizations. In this role, she collaborated with the DVP to implement a gender-based violence strategy, expand frontline staff training, and develop family systems approaches that remain priorities today. Dr. Joshi has also served as Chief Executive of MISSEY, an Oakland-based organization supporting survivors of gender-based violence. Earlier in her career, she worked for the City of Oakland in investigative and leadership roles within the Police Department, including Child Exploitation Unit Supervisor, Internal Affairs Investigator, Public Information Officer, and Chief of Staff. Widely recognized for her expertise in gender-based violence and progressive policing, she is deeply rooted in Oakland's community.



Joshua Scharff, General Counsel & Sr. Director of Programs, Brady | Panelist

Having previously represented victims of gun violence in lawsuits against the gun industry, Josh brings a specialized perspective to Brady's Programs team. He leads Brady's Combating Crime Guns program, which focuses on gun industry oversight and reform to curtail the flow of guns into impacted communities. As part of this work, Josh also leads Brady's government transparency projects and advocates for gun violence prevention legislation and initiatives.

He played an integral role in launching Brady's Gun Store Transparency Project—the largest database of gun dealer inspection reports from the Bureau of Alcohol, Tobacco, Firearms, and Explosives (ATF) ever released to the public—and has helped draw national attention to the need for ATF modernization and gun industry accountability. Josh graduated from Rutgers University in 2005 and received a joint J.D./M.A. from The George Washington University Law School and The Johns Hopkins School of Advanced International Studies (SAIS) in 2010. Before joining Brady in 2017, he practiced law at a private firm in Washington, D.C., specializing in arbitration, civil litigation, and negotiations.



Lt. Gabriel Urquiza - Oakland Police Department | Panelist

Gabriel Urquiza has worked in public service for a combined sixteen (16) years between Military and Law Enforcement. He has excelled in the positions he has had the opportunity to work in and takes pride in the ability to use the knowledge he has gained from each position while learning and adapting to the next. In October of 2015, Gabriel was sworn in as a Police Officer at the Oakland Police Department, the city where he was born and raised. While in his role as a Ceasefire Gang Investigator, he had the opportunity to lead multiple large-scale investigations that led to the prosecution of numerous violent criminal street gang/group-involved members and the safe recovery of dozens of illegal firearms. While he takes pride in these operations, Gabriel believes the most important role he has served in is making connections with members of the community, especially individuals who have been identified as being at high risk of becoming embroiled in prevalent gang/group-related violence. He believes these personal connections are the most powerful tools available in any environment. In December of 2021, Gabriel was promoted to the rank of Sergeant and returned to work as a Patrol Supervisor. Within a short time, he was assigned to the Violent Crime Operations Center, where he supervised field teams that investigated and apprehended subjects specifically involved in violent crimes. He was eventually assigned to lead the Real-Time Operations Center as its Commander, while continuing to assist with the Ceasefire and Special Resource Sections. Gabriel hopes to continue to use the training and experience that he has gained from the variety of roles in which he has served. He believes that adaptation, constant professionalism, and the ability to communicate and work with others are the most valuable abilities that he possesses.

BREAKOUT SESSIONS



Emilio Mena - Oakland Department of Violence Prevention | Presenter

Emilio grew up in Oakland, attended Oakland public schools and has experienced first-hand what it is like to be a man of color in this city. He has been working with youth and young adults in Oakland for over twenty years. Emilio believes that education is the key to success for youth and adults of color. Too many young adults are locked out of opportunity because they do not have a high school diploma or a college degree. In his free time he likes to take long walks in the Oakland hills and spend time with his wife and three children.



Julia Orellaria, Community Liaison with the San Francisco Police Department's Violence Reduction Initiative | Presenter

Julia Orellana is a community advocate and violence prevention specialist with over 23 years of experience working at the intersection of community safety and public service in San Francisco. Currently serving as the Community Liaison with the San Francisco Police Department's Violence Reduction Initiative, she facilitates collaboration between law enforcement, city officials, and community-based organizations to reduce violence and support at-risk populations. Throughout her career, Julia has built strong partnerships across city agencies and community organizations, including her work with the University of San Francisco's Wraparound Project, the Department of Public Health's Community Justice Center, and Instituto Familiar De La Raza, where she served immigrant and indigenous communities. She regularly facilitates case conferences with community partners to better support clients, provides court advocacy, and serves as a liaison between government programs and grassroots organizations. Her bilingual abilities in English and Spanish, combined with her specialized training in indigenous traditional practices and immigrant rights, enable her to work effectively with multicultural and immigrant communities. Her expertise in gang intervention, domestic violence advocacy, and trauma-informed care allows her to bridge divides and create collaborative solutions. Julia's approach combines direct community service with strategic partnership-building, working to ensure that San Francisco's most vulnerable residents—regardless of their cultural background or immigration status—have pathways to safety, stability, and success.

GUN INDUSTRY ACCOUNTABILITY IMPLEMENTATION



Glen Upshaw Sr., Brady Combating Crime Guns Program | Presenter

Glen Upshaw Sr. has worked in the field of street outreach and violence interruption for close to 13 years. In 2022, Glen began working with Brady's Combating Crime Guns team. Formerly incarcerated himself, Glen is committed to sharing with at-risk youth the lessons he learned as a young man. He is also founder of the group Men of Influence. Glen has won various awards and accolades over the past five years, including the Neighborhood Champion award in 2014 from the Oakland Police Foundation.

Participant Survey

Bay Area Mayors' Regional Conference on Gun Violence Prevention

Thank you for taking this **5-minute** survey to help us understand the impacts of this conference and needs/opportunities to reduce gun violence in our communities. Your answers will be **confidential** and analyzed by a third-party evaluator; we value your honest responses.

1. In which city do you engage in violence prevention work? (Select all that apply)

- | | |
|-----------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Antioch | <input type="checkbox"/> San Francisco |
| <input type="checkbox"/> Berkeley | <input type="checkbox"/> San Jose |
| <input type="checkbox"/> Fremont | <input type="checkbox"/> Stockton |
| <input type="checkbox"/> Oakland | <input type="checkbox"/> Vallejo |
| <input type="checkbox"/> Richmond | <input type="checkbox"/> Other (please specify): _____ |

2. What best describes your role(s)? (Select all that apply)

- Community or faith leader
- Elected/appointed official or their staff
- Law enforcement
- Philanthropy, education, or business partner
- Public health or violence prevention partner
- Other (please specify): _____

IMPACTS

3. Since participating in this conference, what is your current level of knowledge about...? (Select an answer in each row)

	Low (1)	Low-to-medium (2)	Medium (3)	Medium-to-high (4)	High (5)	Don't know/NA
a. Gun violence as a public health epidemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Methods to disrupt the illegal supply of firearms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Community- and healing-centered tools for gun violence intervention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Opportunities for regional collaboration/action for gun violence intervention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Continue to next page →

4. Before the conference, what was your level of knowledge about...? (Select an answer in each row)

	Low (1)	Low-to-medium (2)	Medium (3)	Medium-to-high (4)	High (5)	Don't know/NA
e. Gun violence as a public health epidemic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Methods to disrupt the illegal supply of firearms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Community- and healing-centered tools for gun violence intervention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Opportunities for regional collaboration/action for gun violence intervention	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Which of the following actions are you likely to take after participation in this conference? (Select all that apply)

- Access new/additional data to inform our community's approach to gun violence
- Center healing in approaches to gun violence
- Coordinate/pool resources (e.g., data, funding, best practices)
- Join/deepen a collaboration with fellow conference participants to address gun violence
- Pursue gun violence policy/advocacy approaches (e.g., ordinances, legislation)
- Start/strengthen supply-side approaches to gun violence prevention
- Try a new strategy/practice in my role to address gun violence
- Other (please specify): _____
- None of the above

6. What are the conference take-aways/lessons learned that stand out to you most?

7. What additional support is most needed in your community to prevent gun violence? (Select all that apply)

- Coaching/mentorship on effective strategies
- Community outreach/organizing
- Data collection/analysis capacity
- Dedicated funding
- Relationship building/collaboration across cities
- Relationship building/collaboration within our community
- Training on gun violence prevention strategies
- Working groups to take collaborative action
- Other
- None of the above

Continue to next page →

8. Please give specific examples of support needed.

FEEDBACK

9. How useful were each of the conference sessions? (Select an answer in each row; sessions are listed in chronological order)

	Not at all useful (1)	A little bit useful (2)	Fairly useful (3)	Very useful (4)	Extremely useful (5)	Did not attend
a. Bay Area mayors' panel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Lived experience panel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Procurement and trace data presentation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Disrupting the illegal firearm supply panel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. The public health crisis of gun violence lunch session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Focused Deterrence strategies breakout session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Community-led intervention strategies breakout session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Gun industry accountability breakout session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Regional action planning session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How would you rate your overall experience at the conference?

- Poor
- Fair
- Good
- Very good
- Excellent

11. What would have made the conference better (e.g., content, structure/format, logistics)?

Continue to the last page →

BACKGROUND INFORMATION

Please answer a few questions to help us understand whether perspectives about the conference differ by identity. Your responses are confidential and will only be shared in the aggregate.

12. How many years have you been involved in violence prevention?

- 2 years or less
- 3 - 9 years
- 10 years or more
- Prefer not to answer

13. Gender: how do you identify?

- Female
- Male
- Non-binary
- Prefer to self-describe: _____
- Prefer not to answer

14. Do you identify as Black, Indigenous or another Person of Color (BIPOC)?

- Yes
- No
- Prefer not to answer

*Thank you for taking the survey!
Please get a small sweet at the door as a thank you for your time.*

October 17, 2025

COLLABORATION FOR A **SAFER BAY AREA**



FUND FOR A
SAFER FUTURE



THE CALIFORNIA
Wellness
FOUNDATION



WELCOME REMARKS



KRIS BROWN

Brady President

OPENING REMARKS



**MAYOR
BARBARA LEE**

Oakland

PANEL DISCUSSION: “WHAT GUN VIOLENCE LOOKS LIKE WHERE I GOVERN”



**Kris Brown,
Brady President
Moderator**



**Mayor Ron
Bernal, Antioch
Panelist**



**Mayor Barbara
Lee, Oakland
Panelist**



**Mayor Christina
Fugazi, Stockton
Panelist**



**Mayor Andrea
Sorce, Vallejo
Panelist**

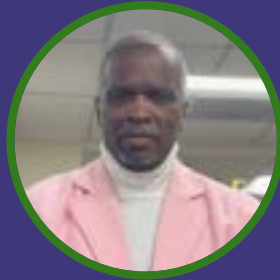
PANEL DISCUSSION: “THE TRAUMA OF GUN VIOLENCE”



**Reygan E.
Cunningham,
Crime and Justice
Policy Lab
Moderator**



**Barbara
Lafitte-Oluwole,
Faith In Action
Panelist**



**Guy Hudson,
Street Violence
Intervention
Program
(SFVIP)
Panelist**

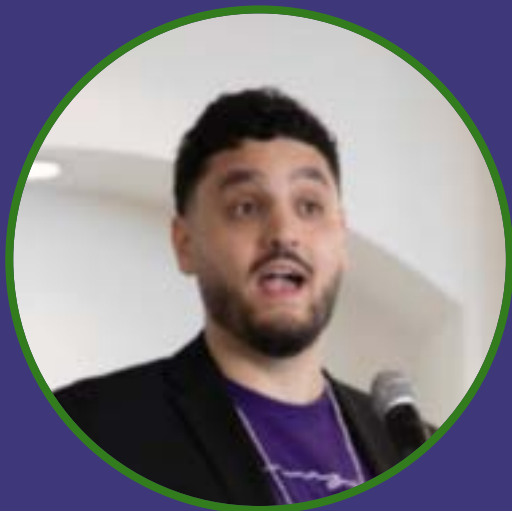


**Andrew Lucero,
Stockton Office
of Violence
Prevention
Panelist**



**Tamisha
Torres-Walk,
Antioch City
Councilwoman
Panelist**

CALIFORNIA PROCUREMENT AND TRACE DATA PRESENTATION



GREG FIDELL

Sr. Manager, Brady
Combating Crime Guns
Program

BRADY APPROACHES ENDING GUN VIOLENCE IN AMERICA IN THREE CRITICAL WAYS:



CHANGING THE LAWS

The overwhelming majority of Americans support stronger gun laws.



CHANGING THE INDUSTRY

Americans held Big Tobacco accountable. It's past time we did the same for the gun industry.



CHANGING THE CULTURE

As the gun violence crisis worsens in our country, we must change our culture around firearms.

Nearly **120,000**
people are killed or
injured by guns
every year.

Gun violence has
become the **#1**
cause of death of
our children.

Access to a gun in
the home increases
the risk of suicide by
300%.

Every day **8** children
and teens are shot by
unintentional family
fire.

Americans kill each
other with guns
26x the rate of
other high-income
countries.

A green-tinted photograph of a classroom. In the foreground, several white plastic chairs are overturned and scattered on the floor. In the background, a person is standing near a desk, looking at some papers. A poster on the wall reads "After others have gone".

**Gun violence is a public health epidemic -
*and the #1 cause of death for our kids***

NO EPIDEMIC ENDS UNLESS STOPPED AT THE SOURCE

Trying to stop the **gun violence epidemic** without addressing reckless and law-violating dealers is like trying to stop the **opioid epidemic** without addressing the pharmacies that filled illegal or suspicious oxycodone prescriptions despite the red flags



AND WHAT ARE THE SOURCES OF GUN VIOLENCE?

- **Overwhelming majority of guns used in crime were purchased legally**
- **There are 75,669 gun dealers in the U.S.** - *more than twice as many Starbucks and McDonalds combined*
- You can **become a federal gun dealer if you pay a fee of \$200**, are over 21, and are a law-abiding U.S. citizen or permanent resident
- **There are no federal code of conduct for how gun dealers operate**

BRADY'S COMBATING CRIME GUNS INITIATIVE

Solving any public health epidemic requires identifying the sources of the crisis.

Brady's Combating Crime Guns Initiative relies on 3 pillars:

- ***IDENTIFY***
- ***REFORM***
- ***HOLD ACCOUNTABLE***

RACIAL JUSTICE IN ACTION

- The government has tended to equate “enforcing federal gun laws” with enforcing only the laws governing gun use or possession
- ATF data shows that gun stores are overwhelmingly white. However, Black and Brown people are most likely to be victimized by gun crime
- We must **shift the burden** of gun violence prevention from the communities experiencing to those profiting from it



**90% OF CRIME
GUNS CAN BE
TRACED TO 5%
OF DEALERS**

What is “gun tracing”?

**California Annual Trace
Report**

**How is “irresponsible” and
negligent defined when it
comes to gun dealers**

OAKLAND AT A GLANCE

- The number of crime guns submitted by Oakland Police Department for tracing to CA DOJ **more than tripled** from 2023 to 2024.
- The number of ghost gun recoveries fell by **more than a third (34%)** from 2023 to 2024.
- Crime fell precipitously from 2023 to 2024
- Oakland has consistently been ahead of the state on **passing local ordinances** that prevent gun violence.

ACTIVISM WORKS: SHUTTING DOWN A MAJOR CRIME GUN DEALER

MARTIN B RETTING GUN STORE IN CULVER CITY, CA. LOCATED 2 BLOCKS FROM ELEMENTARY SCHOOL. Shut down due to local activism; city purchased store in Sept. 2023.

PROLIFIC CRIME GUN SUPPLIER

- 1,253 Crime guns over 2010-2024, including 110 in 2024 alone.
- 9th highest number of crime guns sold of any CA dealer 2010-2024.

MULTIPLE ATF VIOLATIONS

- Sold a gun to a person who self-identified as a prohibited purchaser.
- Failure to report multiple handguns sales to purchaser in short period (a federal requirement to detect trafficking).
- The store was missing firearms that couldn't be accounted for.

ORGANIZING WORKS!



THE #1 PURCHASER OF FIREARMS IS TAXPAYERS.

- Public procurement refers to how the government sources and purchases goods, services, or works. Because public procurement accounts for a substantial portion of taxpayers' money, **governments should carry out their procurement processes efficiently and with high standards to safeguard public interests.**
- Cities across the U.S. spend over **\$5 billion** a year on guns alone; ammunition and other supplies cost a few billion more.

WHAT'S THE PROBLEM?

- Current public procurement processes across the country do not require law enforcement agencies to vet firearms vendors and only purchase from those that comply with firearm laws.
- Research found that in the absence of vetting requirements, **law enforcement agencies** have been procuring firearms, ammunition, and accessories **from irresponsible or dangerous vendors**.

CASE STUDY: CALIFORNIA

At least **67 California law enforcement agencies** have spent taxpayer money at a gun dealer with an extensive history of being cited for federal firearms laws violations by ATF.

Examples of the violations include:

- Selling a gun to a customer who indicated they were not the actual buyer (straw purchase)
- Failure to properly follow procedures to certify that customers were not prohibited before transferring guns
- Failure on multiple occasions to submit multiple sales reports

WHAT'S THE SOLUTION?

- **Municipalities should require potential vendors to submit their entire history of compliance with gun laws, or lack thereof, to their local law enforcement agencies prior to being granted a contract.**
- **Vendors that fail to follow the laws should not be awarded with lucrative government contracts.**
- **Governments can use their buying power to motivate compliance with life-saving laws.**

PROGRESS

Responsible firearm procurement ordinances have passed in **5 jurisdictions across CA:**

- Oakland
- San Francisco
- San Diego
- Los Angeles city & county

And the state of Colorado.

Local government can move quickly when pressured into action. When we come together to use our voices, we can tackle gun violence and make positive changes in our communities.

PANEL DISCUSSION: “DISRUPTING THE ILLEGAL FIREARM SUPPLY”



Chief Holly Joshi, PhD,
Oakland Department of
Violence Prevention
Moderator



Joshua Scharff, General
Counsel & Sr. Director of
Programs, Brady
Panelist



Lt. Gabriel Urquiza -
Oakland Police
Department
Panelist

BREAKOUT SESSIONS:

Track A: Focused Deterrence in Practice -
North Ballroom

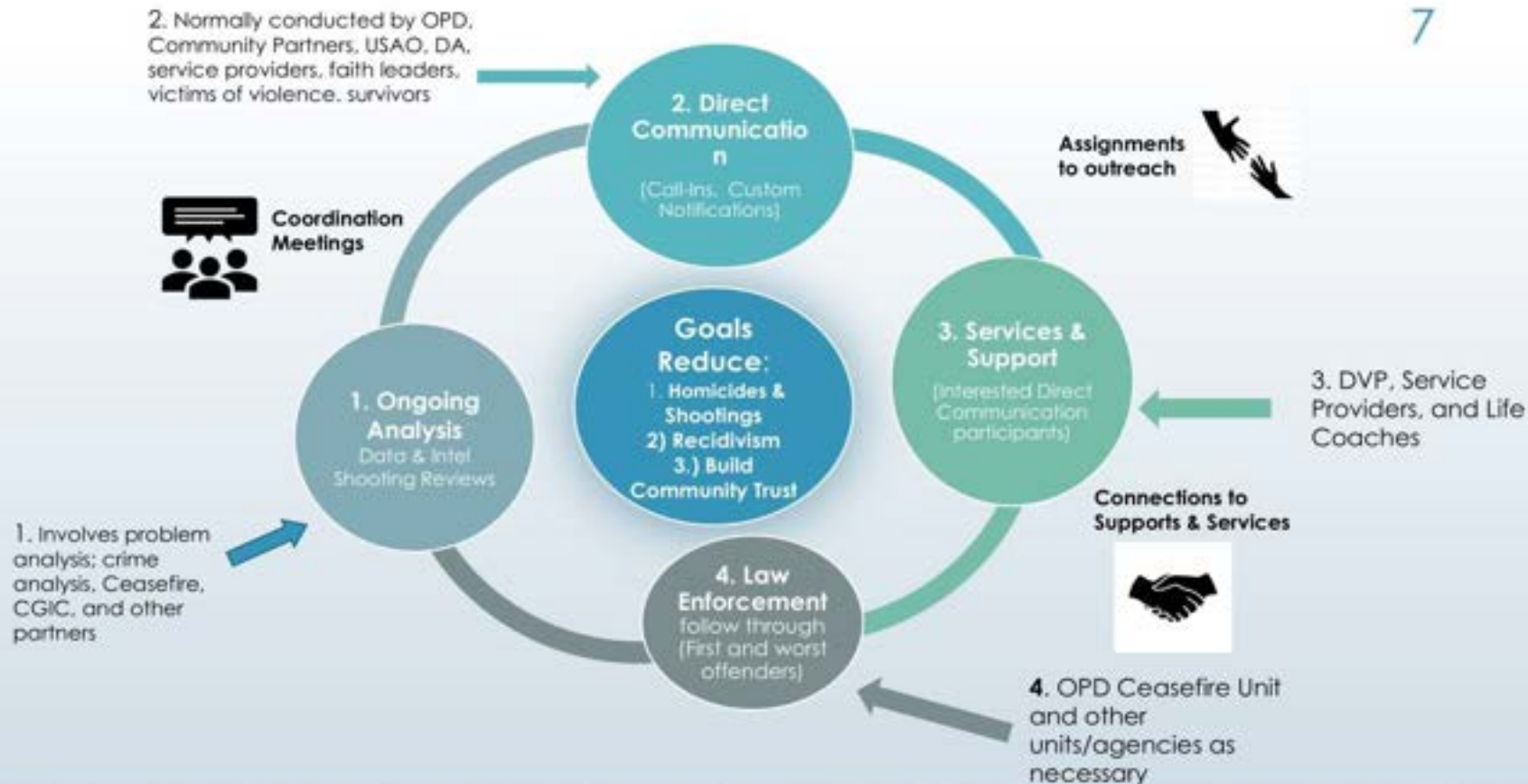


Annette Joiner & Emilio Mena, Oakland
Department of Violence Prevention

A black and white photograph of a protest. In the foreground, a person with glasses and a dark jacket is holding a large white sign high above their head. The sign has handwritten text that reads "NO MORE OAKLAND FOR CEASEFIRE". In the background, there is a residential house with a porch, a metal fence, and other people, some of whom are also wearing white shirts. The scene is outdoors with trees and a clear sky.

NO MORE
OAKLAND FOR
CEASEFIRE

Implementation of the Oakland Ceasefire strategy was specifically demanded by community members to address gun violence. In direct response, the City of Oakland and its partners began implementation of the strategy in 2012 after years of community pressure.



Gun Violence Reduction Strategy Cycle

Track B: Strengthening Community-Led Intervention



Julia Orellaria

Community Liaison, San Francisco
Police Department Violence
Reduction Initiative

GUN INDUSTRY ACCOUNTABILITY IMPLEMENTATION



GLEN UPSHAW SR.

Brady Combating
Crime Guns Initiative

THANK YOU



FUND FOR A
SAFER FUTURE

